

Morgan Junction

DESIGN GUIDELINES



Draft: 01.05.04



Design Review: *Morgan Junction Neighborhood Design Guidelines*

Contents

I.	Design Review in Seattle’s Neighborhoods	2
II.	Morgan Junction Context and Priority Design Issues	4
III.	Design Guidelines	6
	A. Site Planning	7
	B. Height, Bulk and Scale Compatibility	9
	C. Architectural Elements and Materials	10
	D. Pedestrian Environment	11
	E. Landscaping	12

Acknowledgements

Ken Olsen
Ramin Achak
Steve Sindiong
Terry Williams

Michael Kimelberg: Urban Design Consultant

MOCA:

Cindi Barker (others)

Design Review Board:
(members)

Context and Priority Issues

MOCA Neighborhood Focus;

To provide a blueprint towards building the Morgan Street Junction into the following:

- Maintain the Junction's "small-town" feel that currently characterizes its business district.
- An attractive neighborhood junction where the buildings, streets, and sidewalks form a comfortable human-scale setting for daily activities, where views and community character are protected, and where greenery integrates well with business.
- A local meeting place that encourages walking and biking traffic.
- A community with strong single-family neighborhoods and affordable multifamily buildings.
- An appealing place with attractive landscaping, pleasant parks and gathering places.
- A vital commercial district, providing restaurants, stores, and services to meet the needs of local residents; with a special focus on encouraging the growth of local businesses.
- A safe community with active local neighborhood organizations who care about the local quality of life.
- A community that celebrates its unique relationship with Puget Sound and the Pacific Ocean.
- The closest one can get to living to on an island without having to take a ferry.



A. Site Planning.

Neighborhood Priority: Maintain and enhance an attractive community where the buildings, streets, and sidewalks form a comfortable human-scale setting for daily activities and where views and community character are protected.

A2. Streetscape Compatibility. The siting of buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right-of-way.

Morgan-specific supplemental guidance:

- Build at or near the edge of the sidewalk and restrict grade separations where commercial uses occupy the ground floor.
- Retain or increase the width of sidewalks. Wider sidewalks make for more interesting and active streets, while still allowing for adequate pedestrian movement.
- Provide street trees on tree grates or in planter strips, using appropriate species to provide summer shade, winter light, and year-round visual interest.
- Provide pedestrian-scale street lights to promote a unified and attractive business district streetscape.
- Vehicle entrances to buildings should not dominate the streetscape.



Dimension sidewalks to encourage activity. Wider sidewalks allow for streetscape elements (including street trees, lights, etc.), pedestrian movement, and outdoor seating areas

A2. Streetscape Compatibility (cont'd).



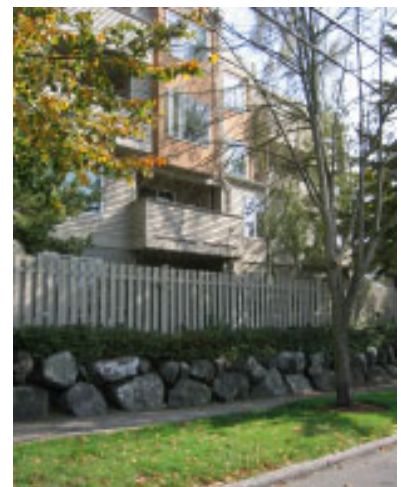
Morgan precedent: recessed entries welcome without interrupting retail continuity



Street lamps, landscaping and curb extensions in the Junction help lend a pedestrian orientation and character to the streetscape.

Residential development guidance:

- Provide a shallow setback and a minor grade separation between the first floor and sidewalk where residential uses occupy the ground floor; this will promote privacy and also accommodate entry porches and stoops.



Minor grade separations enhance the transition from residence to street.

A.4. Human Activity. New development should be sited and designed to encourage human activity on the street.

Morgan-specific supplemental guidance:

- Promote active, pedestrian-oriented uses with a high degree of transparency along the street; uses should be readily discernible to the passer-by.
- Provide for outdoor eating and drinking opportunities on the sidewalk by allowing for the opening the restaurant or café windows to the sidewalk and installing outdoor seating.
- Provide overhead cover along the sidewalk for pedestrian comfort.



An example of overhead cover integrated into the overall building design.



A.10. Corner Lots. Buildings on corner lots should be oriented to the corner and public street fronts. Parking and automobile access should be located away from the corners.

Morgan-specific supplemental guidance:

- Prominent corner massing can function as a visual anchor for the block. There are several corner lots in the Morgan Junction that most likely will be redeveloped in the near future (reference site specific design guidelines on pages 10-11).

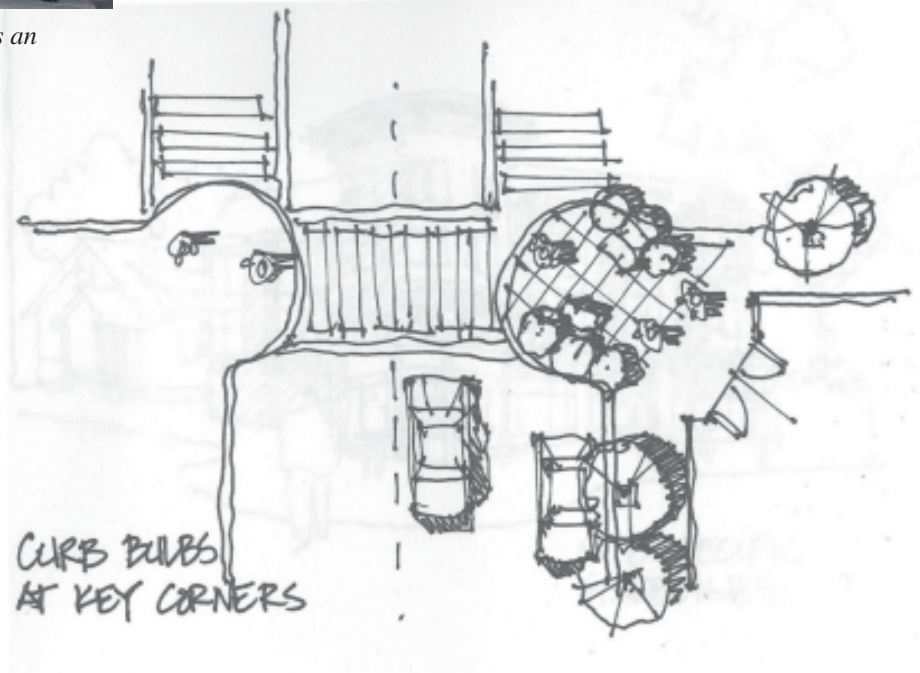


A corner building form that demarcates an important gateway/street corner.

- Bulb out corners at key corner locations and add pedestrian amenities. Consider a fountain or art as a focal point.



Prominent retail corner entry: By setting back at the corner, public space is extended from the sidewalk. The scale of the recessed entry, combined with building features at the corner welcome without interrupting retail continuity along the streetscape. This idea places a strong visual emphasis on the street while supporting active public space.



B. Height, Bulk and Scale Compatibility.

Neighborhood Priority: Ensure that the design of new multifamily, commercial, and mixed-use buildings is compatible with the character of the neighborhood.

B-1 Height, Bulk and Scale Compatibility.

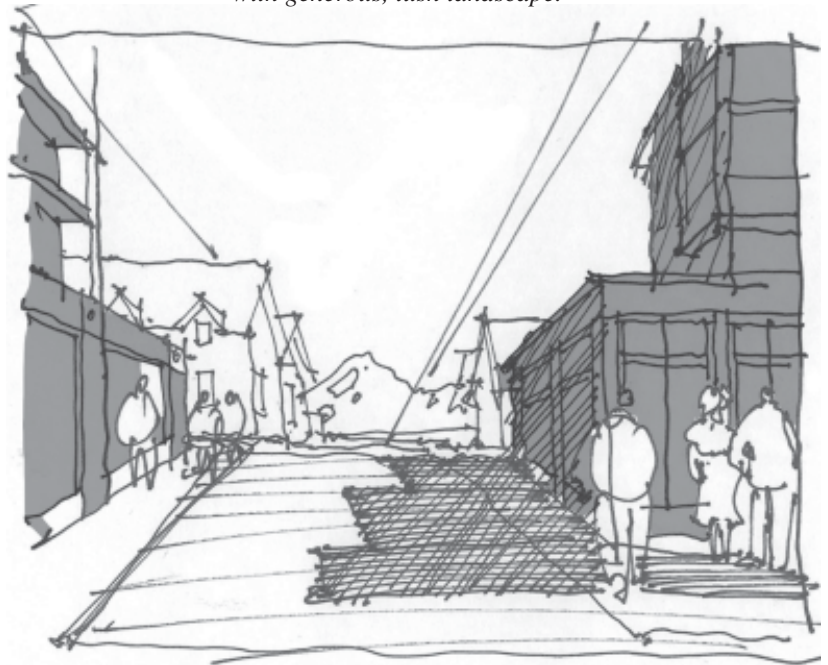
Projects should be compatible with the scale of development anticipated by the applicable Land Use Policies for the surrounding area and should be sited and designed to provide a sensitive transition to nearby, less-intensive zones. Projects on zone edges should be developed in a manner that creates a step in perceived height, bulk and scale between the anticipated development potential of the adjacent zones.

Morgan-specific supplemental guidance:

- For commercial and mixed-use developments, break up building mass by incorporating different façade treatments to give the impression of multiple, small-scale buildings, in keeping with the established development pattern in the business district.
- Consider existing views to Puget Sound and the Olympic Mountains and incorporate site and building design features that may help to preserve those views from public rights-of-way.
- Respond to adjacent residential uses with a sensitive transition in scale and massing; for instance, step-back building height and/or break up building mass.
- Incorporate into the design of new buildings, studies that document the shadows cast from proposed structures, in order to maximize the amount of sunshine on adjacent sidewalks throughout the year.



A good example of a larger, mixed-use building stepping back away from a neighboring single family area. The ground floor is further softened with generous, lush landscape.



Consider stepping back the building on east-west streets to take advantage of scenic views.

C. Architectural Elements and Materials

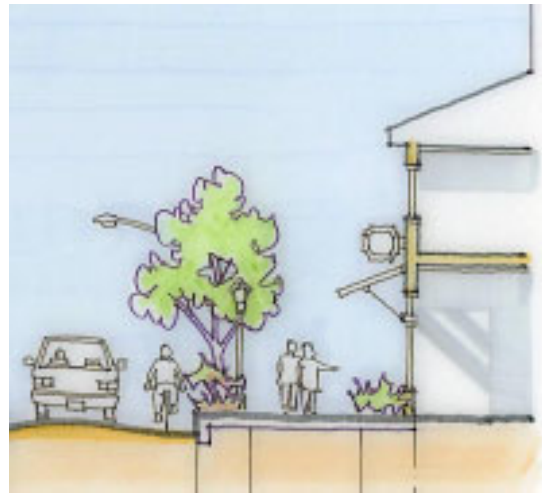
Neighborhood Priority: Use design guidelines to develop consistent building types and characteristics.

C-3 Human Scale

The design of new buildings should incorporate architectural features, elements and details to achieve a good human scale.

Morgan-specific supplemental guidance:

- Establish a rhythm of vertical elements along the street-level facade to create a pattern of display windows and shop entrance consistent in scale with existing commercial buildings in the business district.
- Use design elements such as multiple storefronts, shop entrances, exterior light fixtures, awnings and overhangs to add interest and give a human dimension to street-level building facades.
- Show creativity and individual expression in the design of storefronts; for instance, unique signs and tile work can add artistry and craft to the streetscape.
- Size exterior light fixtures, canopies and awnings to the scale of the building and sidewalk.



C-3 Human Scale: Size exterior light fixtures, canopies and awnings to the scale of the building and sidewalk.



A regular cadence of display windows and shop entrances enhances the pedestrian experience.



Design elements such as landscaping and creative signs add interest and give a human dimension to street-level building facades.

C-4 Exterior Finish Materials

Building exteriors should be constructed of durable and maintainable materials that are attractive even when viewed up close. materials that have texture, pattern, or lend themselves to a high quality of detailing are encouraged.

Morgan-specific supplemental guidance:

- Consider each building as a high-quality, long-term addition to the neighborhood; exterior design and building materials should exhibit permanence and quality appropriate to the “small town”, urban village setting.
- Use materials, colors, and details to unify a building’s appearance; buildings and structures should be built of compatible materials on all sides.
- Employ durable and high-quality materials, encouraging those materials that show permanence and quality, minimize maintenance concerns, and extend the life of the building; examples of appropriate building materials include: brick, terra-cotta or tile, masonry, and various types of wood, or hardi-board. Use especially durable and quality materials at the street level, including metal and transparent glass for commercial spaces.



Brick, large storefront windows, and masonry kick boards exhibit a sense of permanence at the street.



A well-built, unified facade composition.



An example of high-quality and variegated use of residential exterior materials in new multi-family construction.

D. Pedestrian Environment

Neighborhood Priority: A community that is conveniently accessible by transit and automobile, but where walking and bicycling are easy and enjoyable

The pedestrian environment (sidewalks, pathways, crossings, entries, and the like) should be safe and accessible. The pedestrian environment should connect people to places they want to go, and should provide good spaces to be used for many things. New development should reflect these principles by enhancing commercial district streetscapes that make street-level pedestrian activity a priority.

D-1 Pedestrian Open Spaces and Entrances

Entrances. Convenient and attractive access to the building's entry should be provided to ensure comfort and security, paths and entry areas should be sufficiently lighted and entry areas should be protected from the weather. Opportunities for creating lively, pedestrian-oriented open space should be considered.

Morgan-specific supplemental guidance:

- Provide entryways that link the building to the surrounding landscape.
- Create open spaces at street level that link to the open space of the sidewalk. Provide "outdoor rooms" such as plazas, fore-courts, interior courtyards, and passages.
- Building entrances should emphasize pedestrian ingress and egress over accommodating vehicles.



A well-defined courtyard with both a visual and physical connection to the street.

D-1 Pedestrian Open Spaces and Entrances (Cont'd).

Morgan-specific supplemental guidance:

- To support the neighborhood's pedestrian-oriented commercial areas, the use of street furniture, landscaping, on-site lighting, and site details that support the design intentions of the building architecture is encouraged .



Exterior lighting and street furniture creates a welcoming “outdoor room”.

D-6 Screening of Dumpsters, Utilities and Service Areas. Building sites should locate service elements like trash dumpsters, loading docks and mechanical equipment away from the street front where possible.

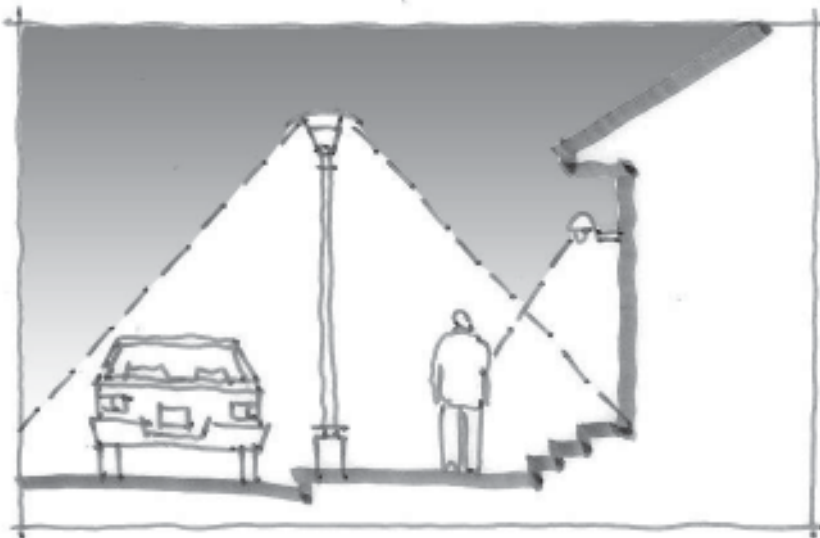
Morgan-specific supplemental guidance:

- Consider service facilities as an integral part of the site plan; avoid siting service areas and mechanical equipment as an afterthought.
- Restrict service, loading, and storage areas from directly facing public streets, residential neighborhoods, or other important civic spaces; where possible, take service access along the alley.
- Buffer adjacent sensitive land uses from the undesirable impacts of service facilities; use landscape or cohesive architectural treatment to screen service access and facilities.
- Screen roof-mounted mechanical equipment from public view and locate it away from the street edge.

D-7 Personal Safety and Security. Project design should consider opportunities for enhancing personal safety and security in the environment under review.

Morgan-specific supplemental guidance:

- New developments are encouraged to provide lighting on buildings and in open spaces. This includes: exterior lighting fixtures above entries; lighting in parking areas and open spaces; and pedestrian street lights near sidewalks. To the degree possible, a constant level of light providing reasonably good visibility should be maintained at night. Bright spots and shadows should be avoided. Highly vulnerable areas and those that could conceal a potential attacker should be illuminated more brightly than areas designed for normal activity.



Exterior lighting fixtures and street lamps are sized to the scale of the building and sidewalk, directing light to the sidewalk and building entrance, thus increasing personal safety.

E. Landscaping

Neighborhood Priority: An appealing place with attractive landscaping and pleasant parks and gathering places.

E.2 Landscaping to Enhance the Building and/or Site. Landscaping, including plant material, special pavements, trellises, screen walls, planters, site furniture and similar features should be appropriately incorporated into the design to enhance the project.

Morgan-specific supplemental guidance:

- Supplement and complement the existing mature street trees. Choose street tree species in the business district with a canopy above the first floor commercial level to minimize view obstruction into the businesses.
- Landscaped open spaces as part of new commercial or mixed-use developments should be visible from the street.
- Provide landscaping on upper levels of Neighborhood Commercial buildings.

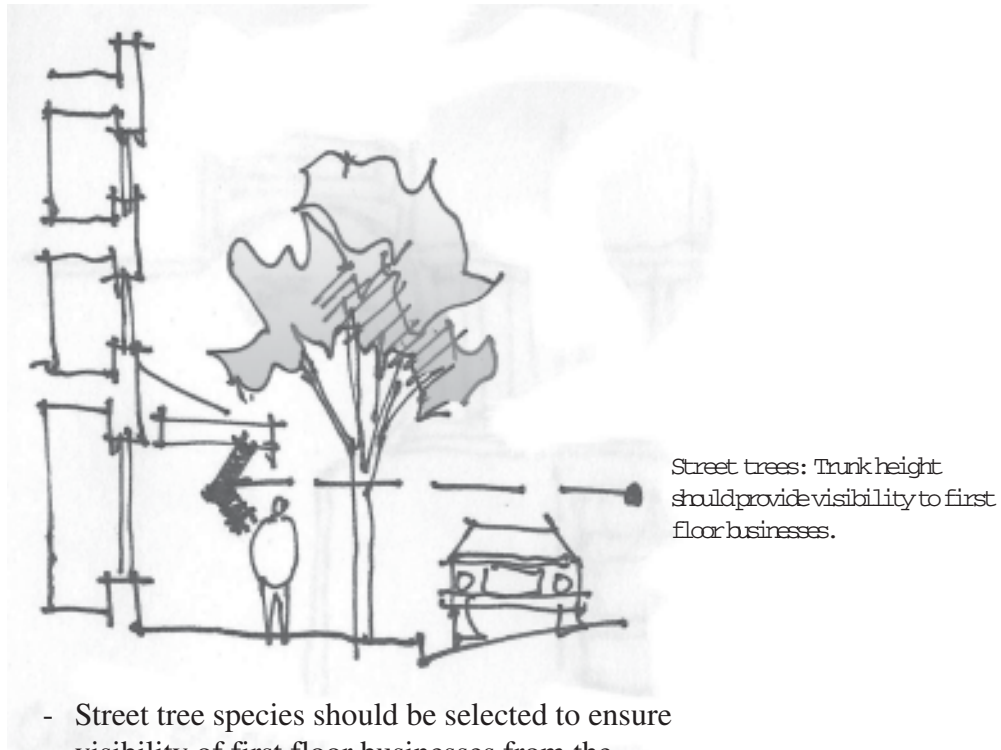


A landscaped entry area physically and visually accessible from the street.



Landscaping softens the setback from the ground level retail to residential levels above.

E.3 Landscape Design Address Special Site Conditions



- Street tree species should be selected to ensure visibility of first floor businesses from the street.



Example of street trees in the Junction providing ground floor commercial visibility.

F. Site-Specific Design Guidelines

NW Corner of California Ave SW and Fauntleroy Ave SW

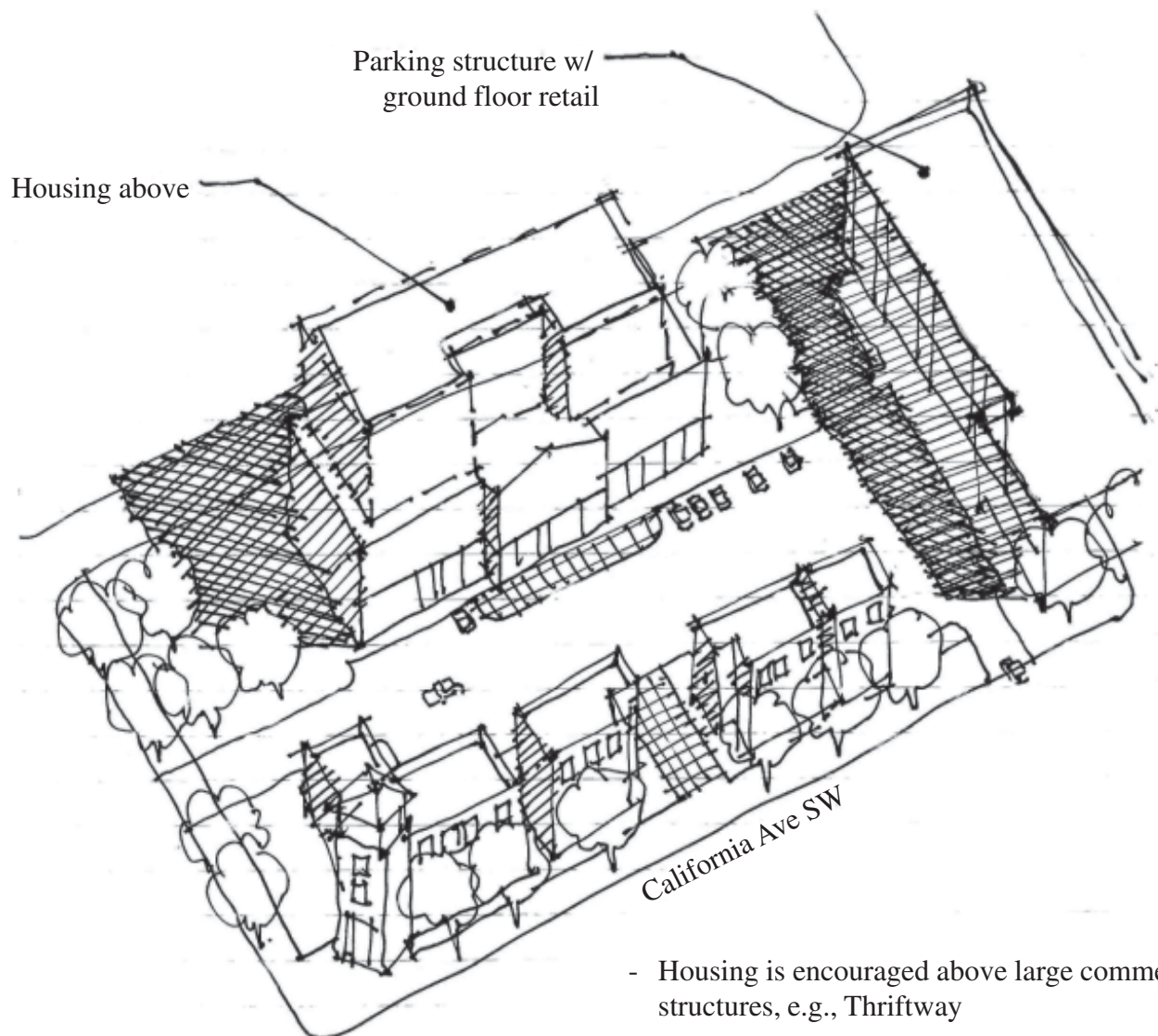
- A particularly prominent corner site that could serve as a community gateway and anchor for the block.
- Orient Massing to the corner with a strong building and rooftop form.
- Step building down to the west towards single family area.
- Articulate California Ave SW facade into distinct intervals consistent in scale with surrounding commercial structures. Create welcoming forecourts between building modulations at street level.



F. Site-Specific Design Guidelines (cont'd)

"Blue Sky Scenario": Thriftway Mixed-Use Redevelopment

Below is a hypothetical development concept adding upper level housing to the existing Thriftway, add pedestrian-oriented retail along California Way SW, and accommodate parking in a structure with ground level retail on California Way SW.



- Housing is encouraged above large commercial structures, e.g., Thriftway